Endeavour Program

Faculty of Engineering and IT

POSTER DESIGN

ACADEMIC SKILLS

Session aims

To better understand how to design an effective poster in terms of:

- ✓ Your purpose and audience
- ✓ Content
- ✓ Layout
- ✓ Visuals
- ✓ Logistics

Purpose

A poster can perform many functions

Your poster should be:

A conversation starter
Details are on your paper, in your head and in your notes

An advertisement
Generate interest in your project so that your audience wants to learn more

A summary
Provide a succinct summary of what your project achieves

Purpose

Poster presentations are more flexible than traditional oral presentations

What are the main differences between oral presentations and poster presentations?

Oral presentation	**Poster**
Limited time	Audience selects what to view and how long
Brief question time to whole audience	Opportunity for extended questions and discussion 1:1
Contains more detail in all sections	Is reduced to essentials: detail can be provided when you present it

Audience

Adapt your vocabulary and pitch to suit your audience

***What are your three key audiences most interested in*?**

- General public
- University staff and students
- Industry professionals

How will you allow for this range of viewers?

Content

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Select your content based on the needs of your audience

Ask yourself:

1. What is the **most useful/essential information** relating to our project?
2. What will my audience **most want to know**?
3. What is the **best medium** to present this information?
   - heading
   - text
   - graphic (chart, graph, image)
4. How can I show a **direct connection** between the text and the graphics?
5. How can I **reduce the amount of text** in order to maximise graphics/white space?

Content

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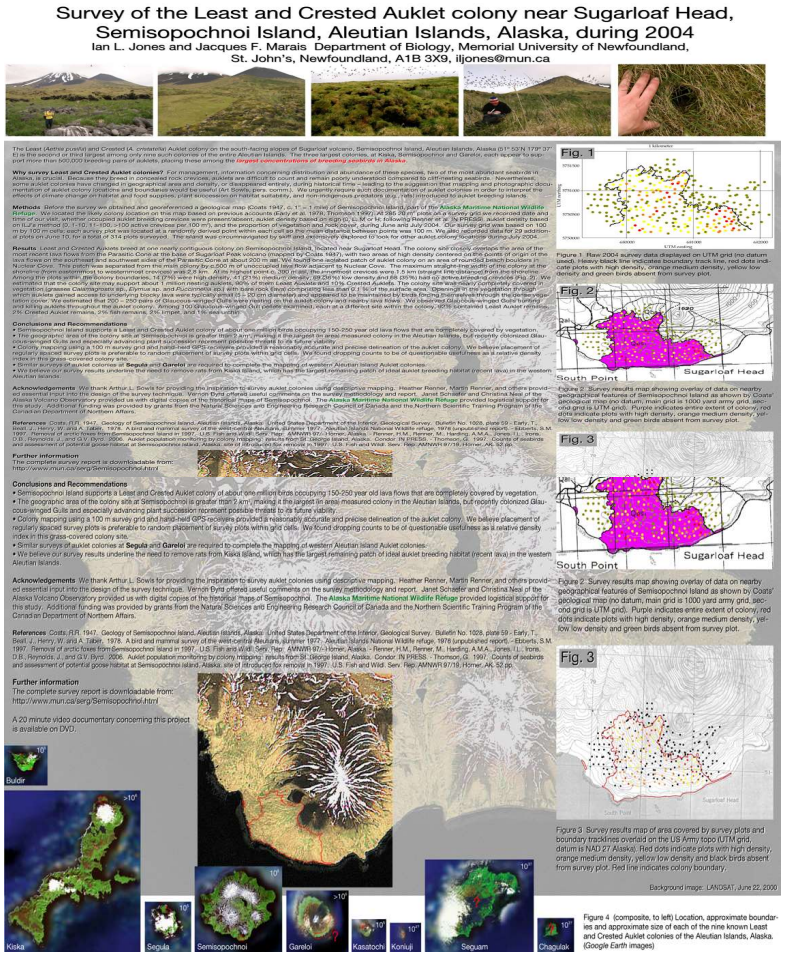
Compare these two posters…

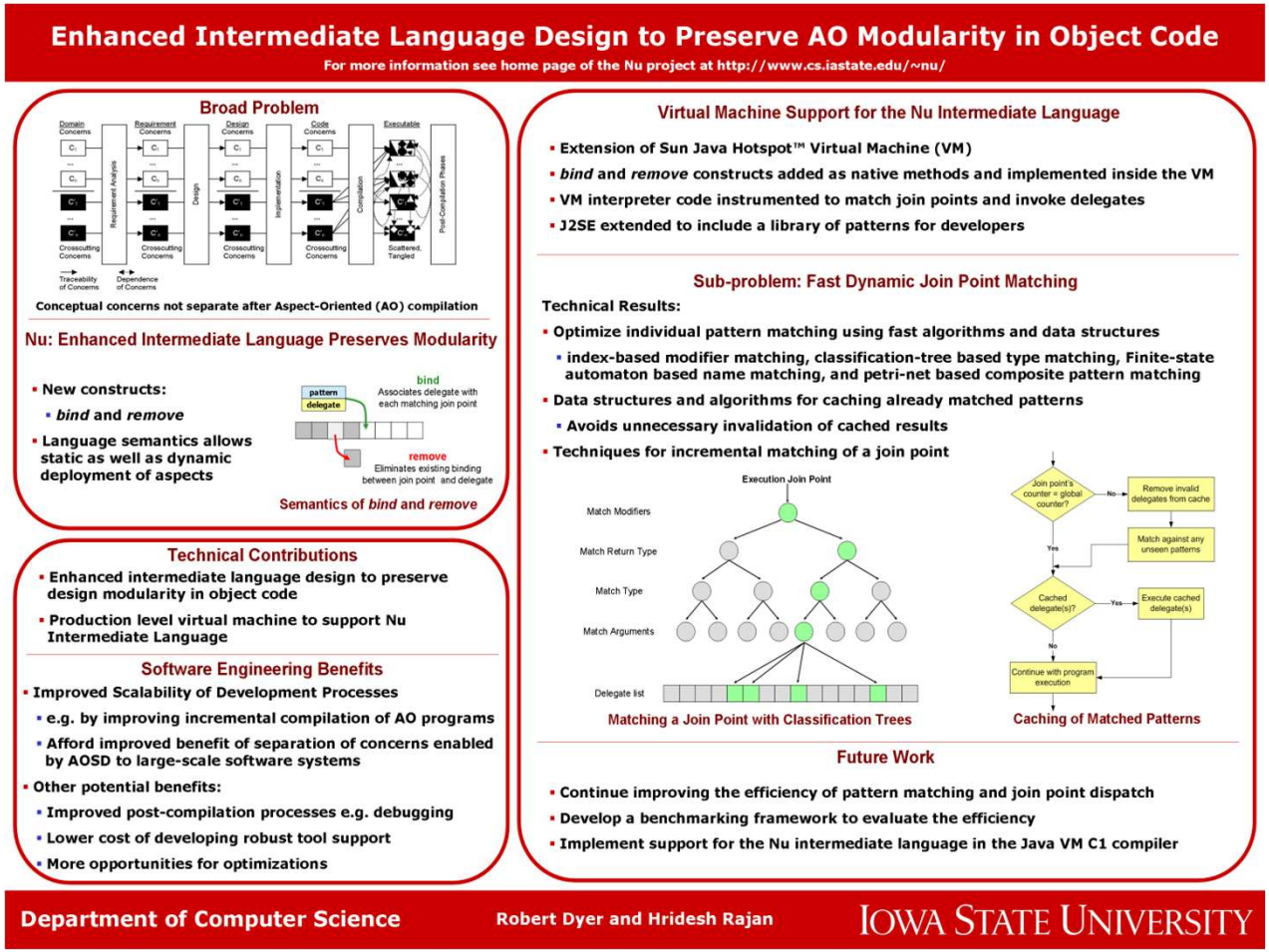
A



Survey of the Least and Crested Auklet colony near Sugarloaf Head, Semisopochnoi Island, Aleutian Islands, Alaska, during 2004

Ian L. Jones and Jacques F. Marais Department of Biology, Memorial University of Newfoundland, St. John's, Newfoundland, A1B 3X9, iljones@mun.ca

B



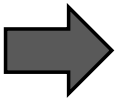
Content

Carefully edit your text to maximise impact

To increase readability for a variety of audiences:

- ✓ Distill your ideas down to your core message (50 words or less for each section)
- ✓ Consider using bullet points
- ✓ Write in plain English

Can you think of a simpler alternative



With regard to	about

Content

Use headings to help your audience to navigate the information on your poster

Some posters follow a research paper structure:

- Introduction/Aims/Objectives
- Methods
- Results
- Analysis/Discussion/Conclusions

What are the advantages/disadvantages of this?

Content

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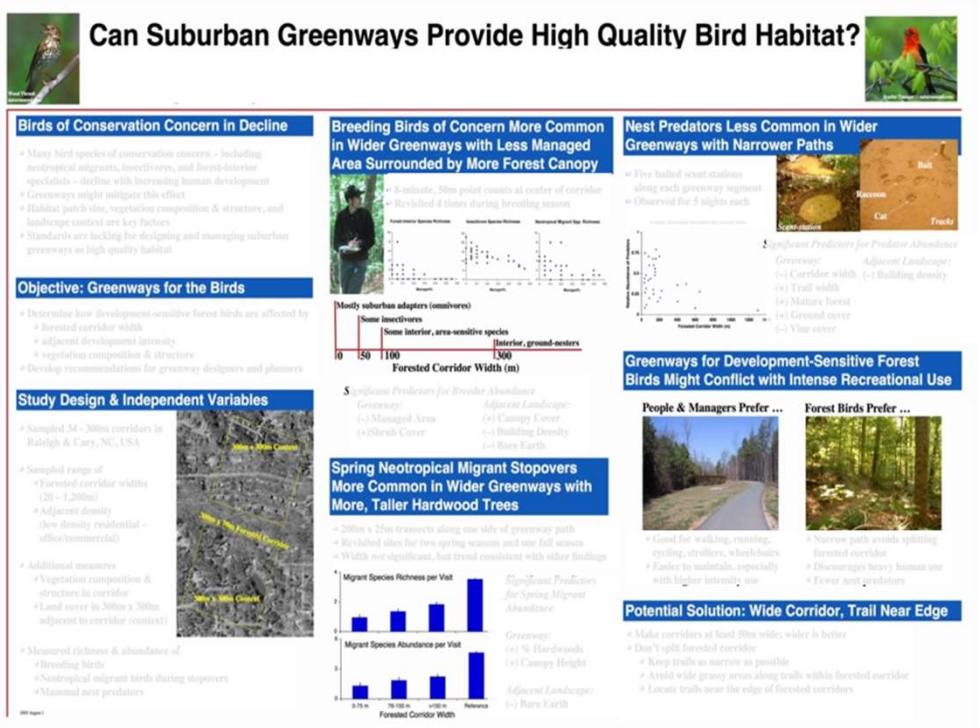
Compare these two posters...

How useful are the headings in these posters?
How much can you learn in a few moments?

A



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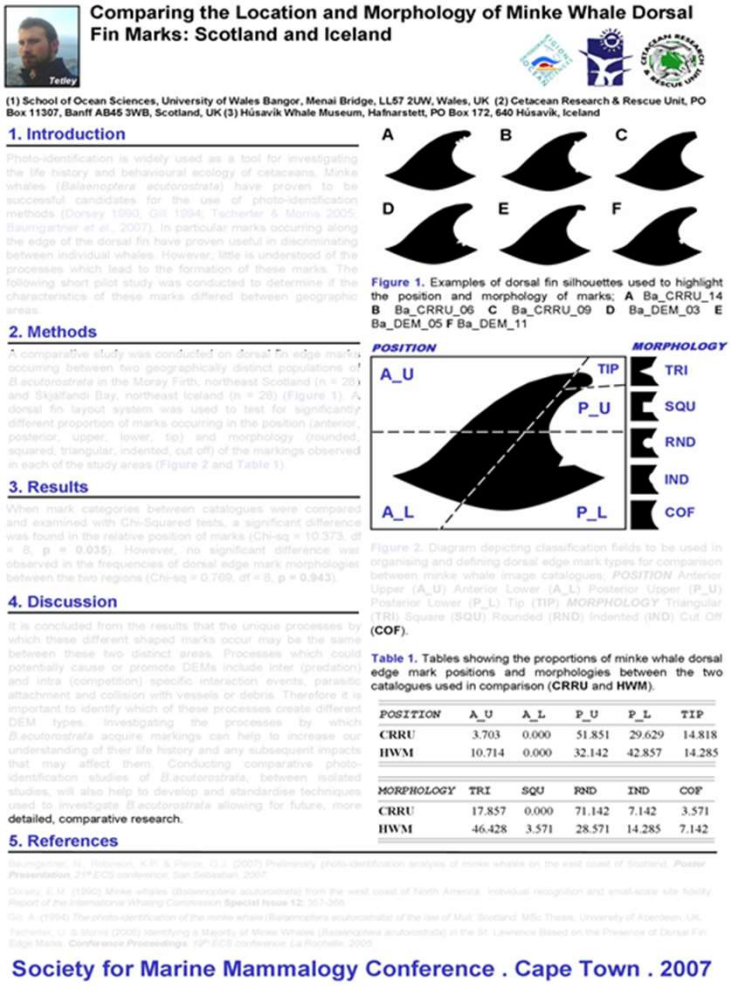

Content

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Use large, informative headings as much as possible

Informative headings will help you to:
- minimise text
- highlight key points

A. Methods

A

vs

B. Measuring Water Flow Around a Pier with Computer Fluid Dynamics

B ✓

Layout

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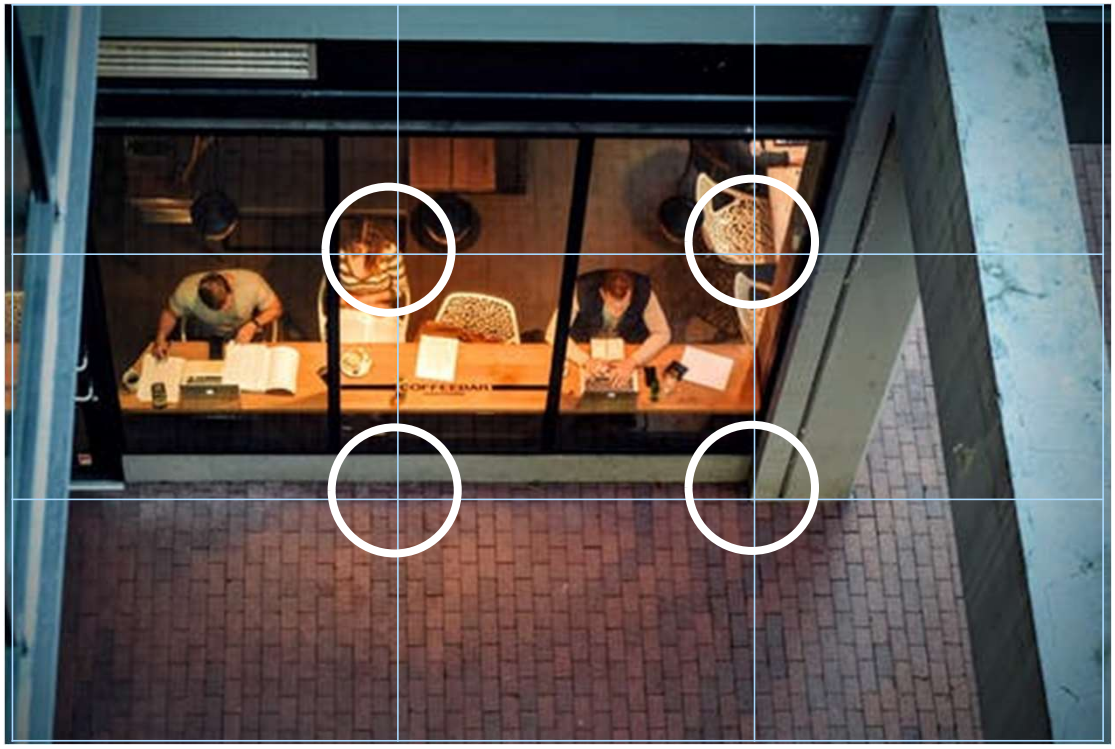
Use layout to help your audience to navigate the information on your poster

Top left

Top right



Bottom left

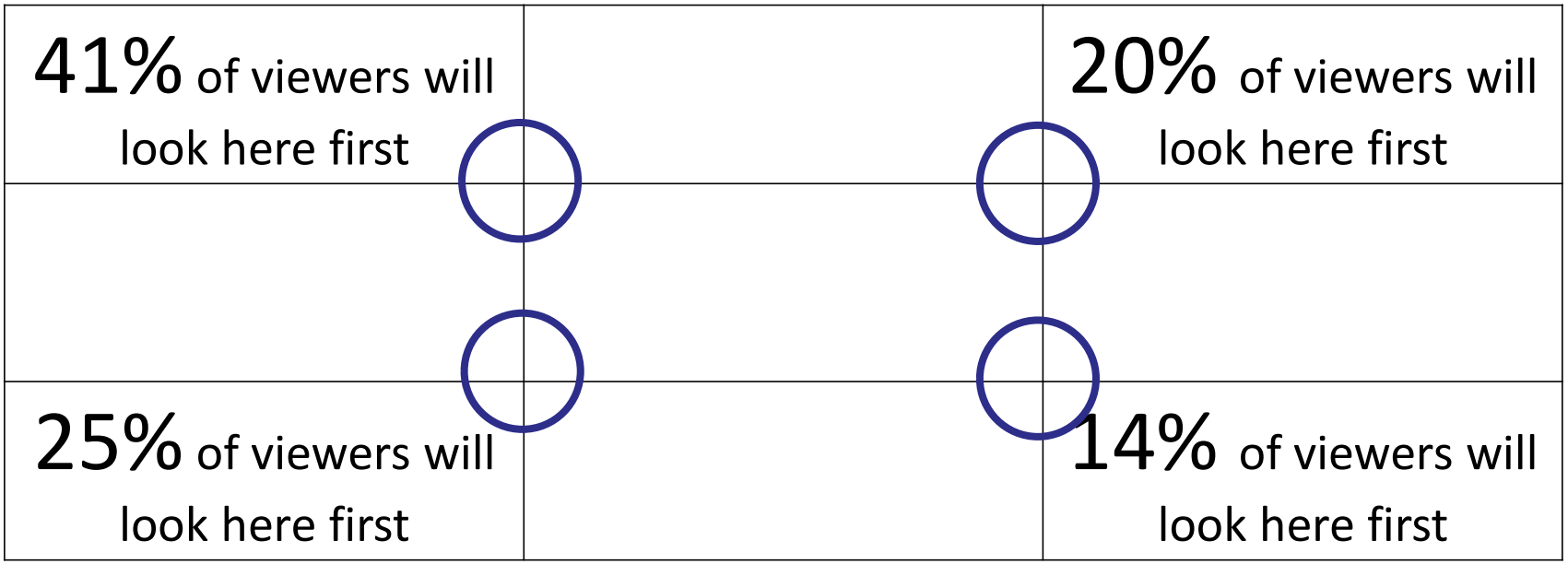
Bottom right

Layout

Use layout to help your audience navigate the information on your poster

The layout of your poster should have clearly defined sections with a logical flow.

Eye tracking studies suggest the eye focuses most naturally where the lines intersect.

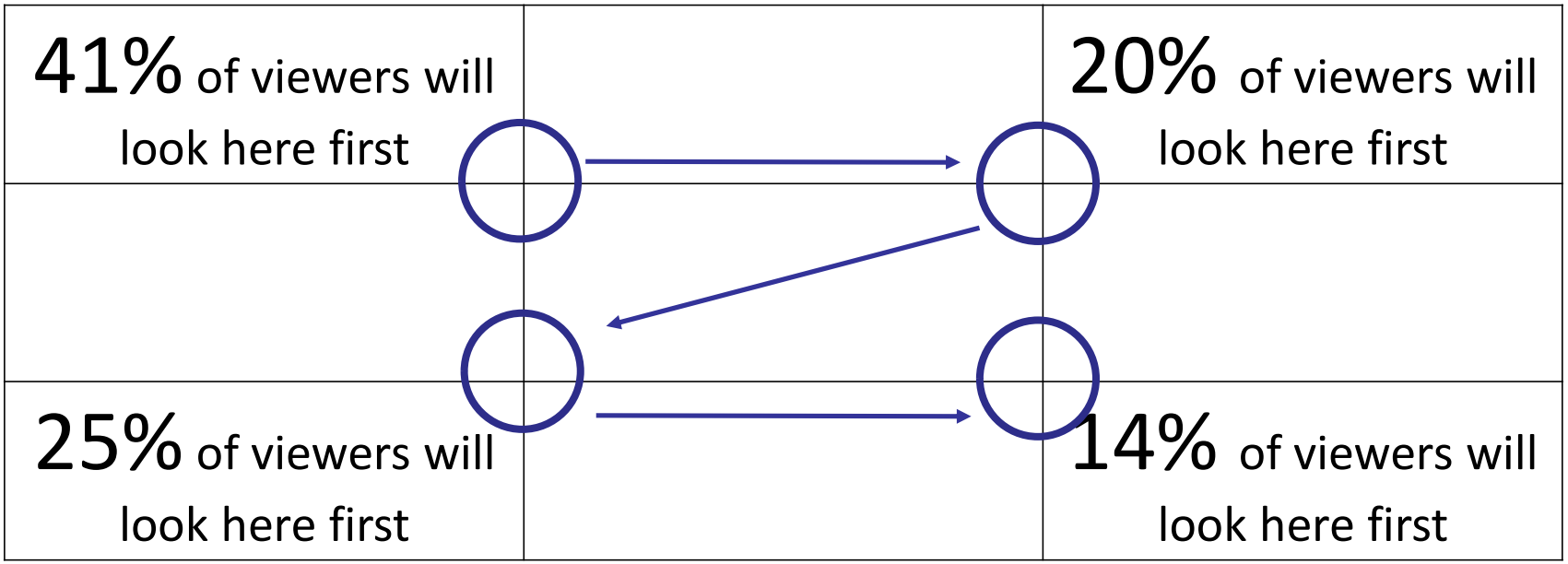


Layout

Use layout to help your audience navigate the information on your poster

The layout of your poster should have clearly defined sections with a logical flow.

Audience comprehension is higher when content is laid out in a zig zag pattern.



Majooni, Masood & Akhavan, 2017

Layout

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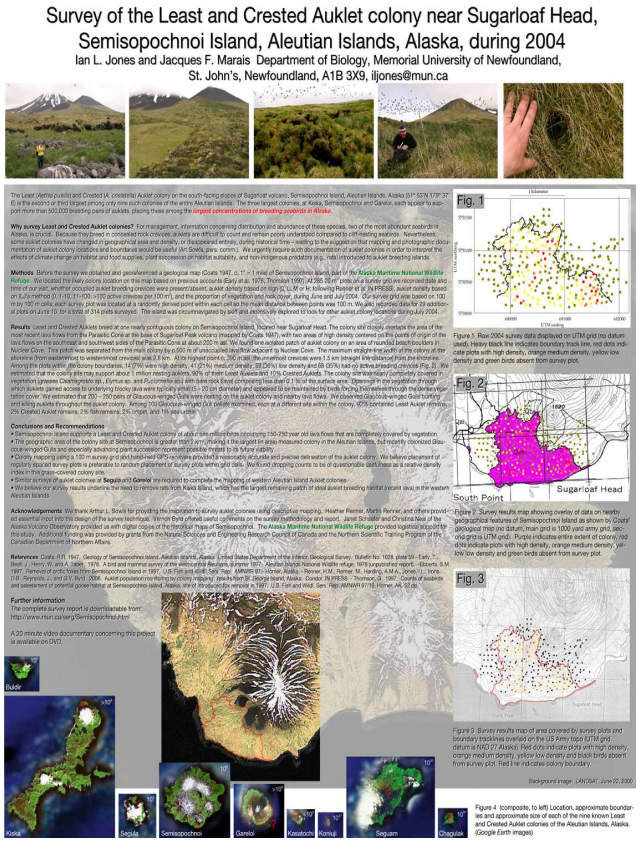
Balance text and graphics throughout your poster

What do you notice about the difference in balance of these two posters?

A



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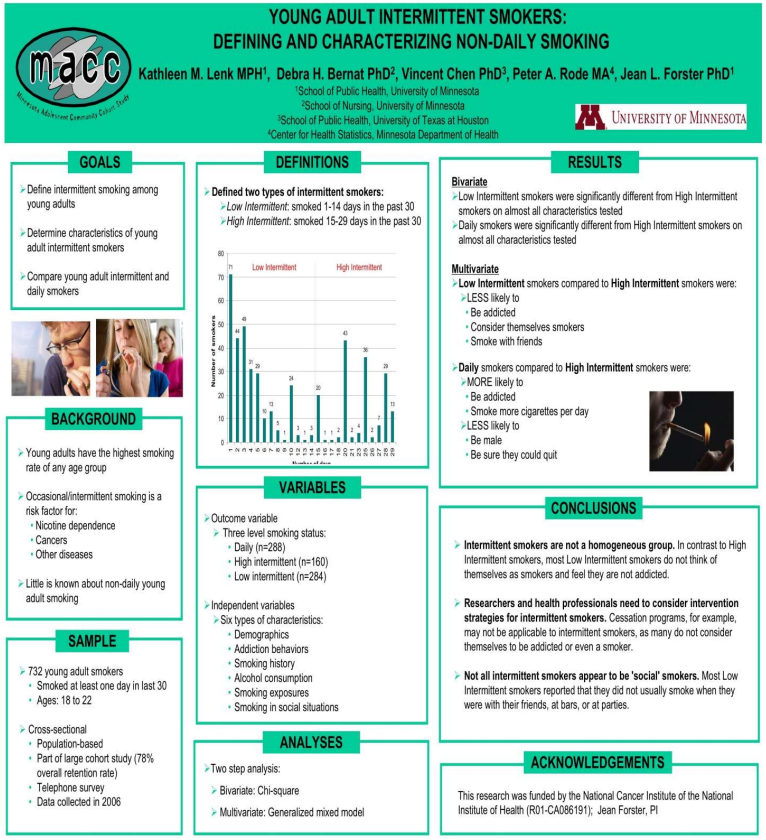
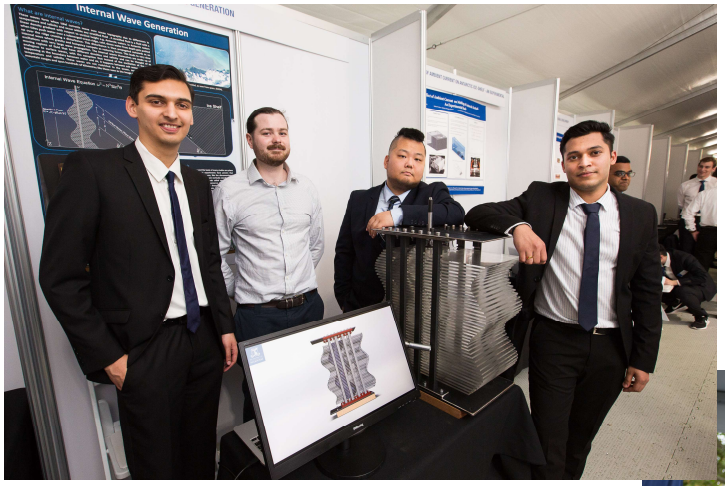


Layout

Consider where you position yourself and your materials in relation to your poster



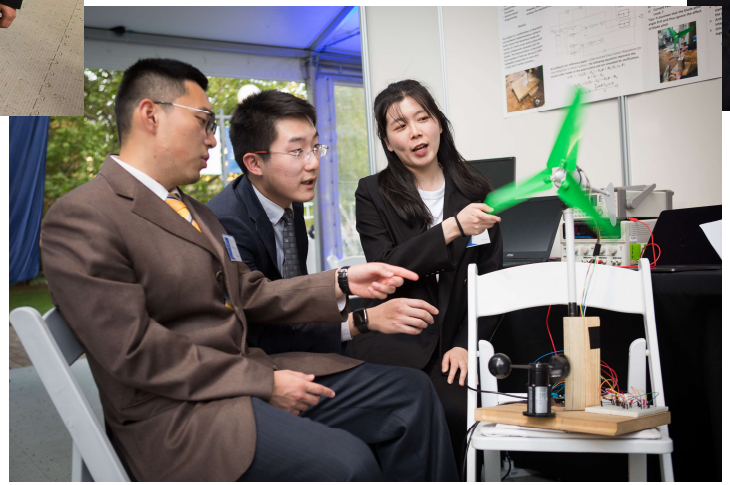


Photo credit: Peter Cassemento at the 2019 Endeavour

Visuals

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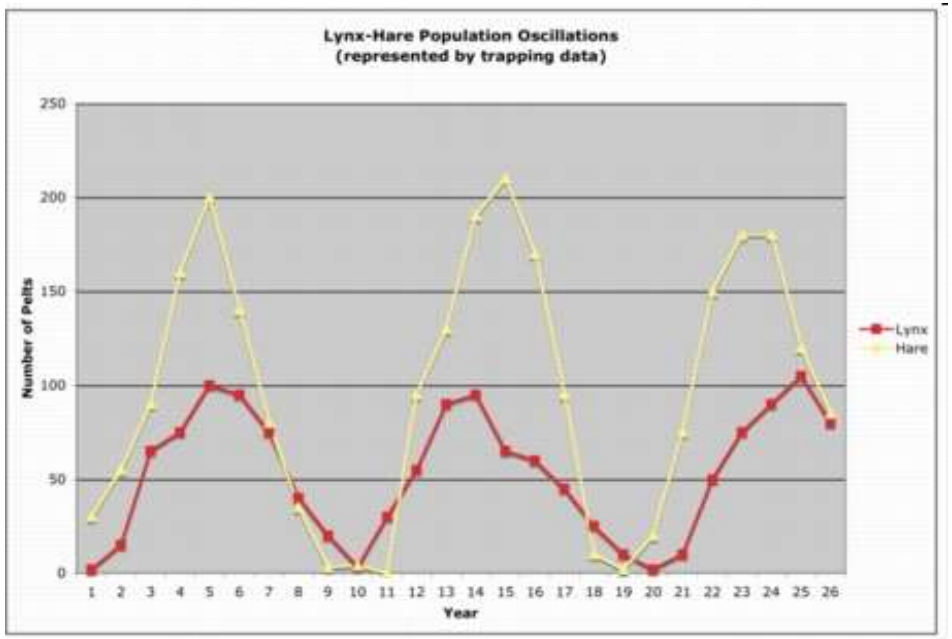
Consider these two graphs…

Which graph is clearer? Why?

A



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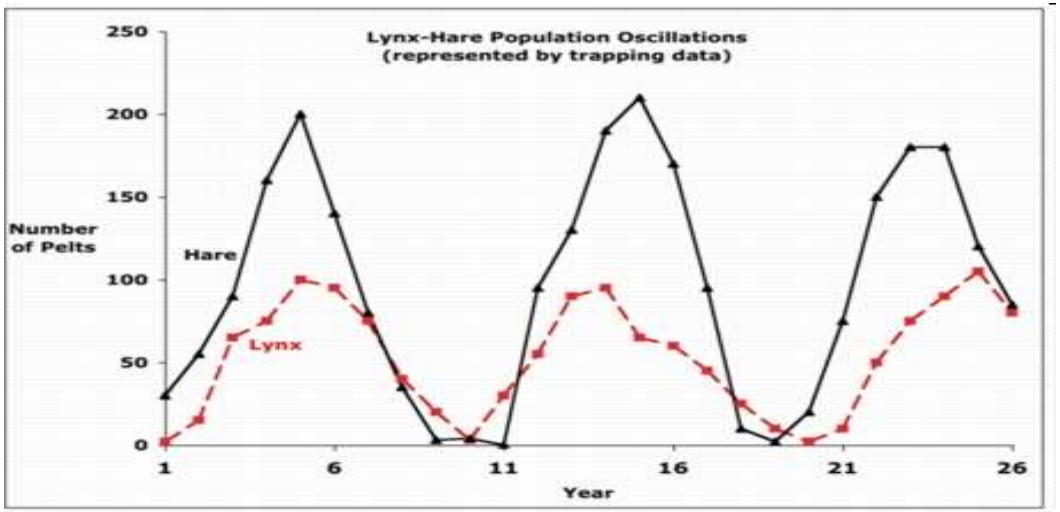

Visuals

Carefully select your font type and size to help your audience

"No one ever complained that someone's poster was too easy to read."

American Society for Cell Biology
<http://www.ascb.org/index.cfm?id=1607&navid=112&tcode=nws3&search=1>

Visuals

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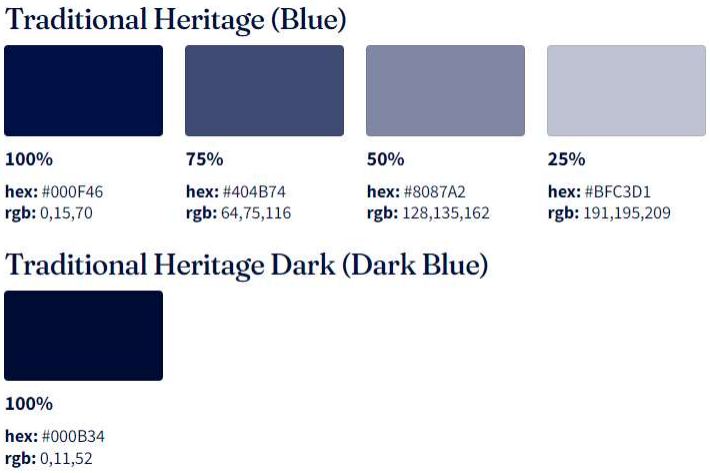
Carefully select your font type and size to help your audience

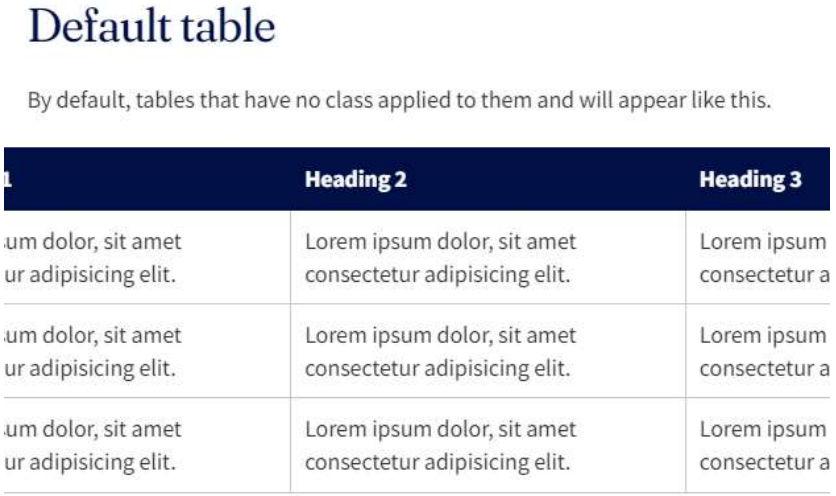
- ✓ Make your title readable from 5 metres away
- ✓ Use consistent text sizes for different heading levels
  - 80 - 90 point for titles
  - 30 - 36 point for headings
  - 18 - 24 point for text
- ✓ Put the names of all the authors and institutional affiliations just below (or next to) your title but with smaller font
- ✓ A serif font is more traditional (and less ambiguous)
- ✓ A sans-serif font is more modern (and cleaner); sans serif fonts (e.g. Arial) are less crowded ; also consider: verdana, tahma, century gothic, trebuchet, calibri, open sans (British Dyslexia Association, n.d.)

British Dyslexia Association. n.d. Creating a dyslexia friendly workplace. Retrieved from https://www.bdadyslexia.org.uk/advice/employers/creating-a-dyslexia-friendly-workplace/dyslexia-friendly-style-guide

Visuals

Carefully select and use a consistent colour and font scheme





Websites to help:

https://coolors.co/
https://color.adobe.com/create/color-wheel/
https://paletton.com/

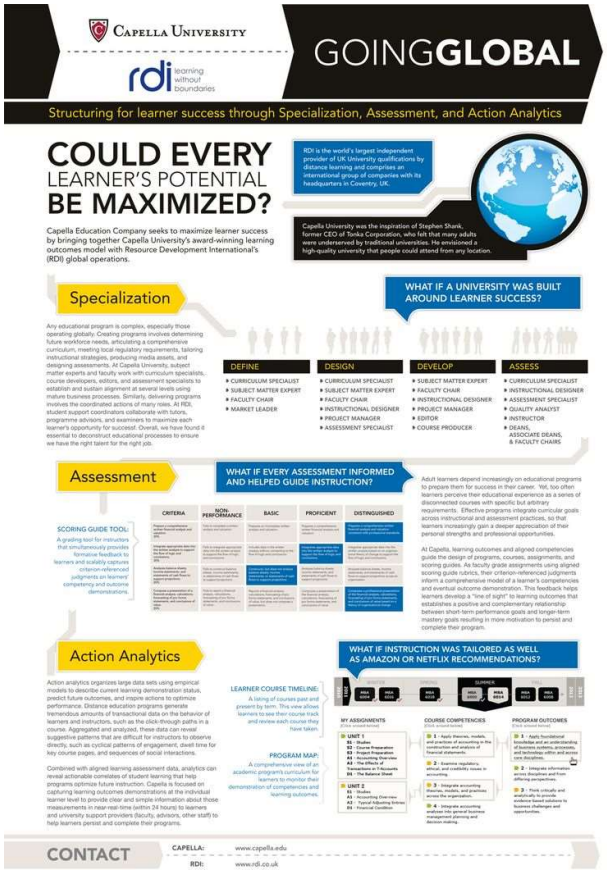
https://fonts.google.com/
https://designmodo.com/best-fonts-2018/

Layout and visuals

Consider these two posters...

What do you like?

A



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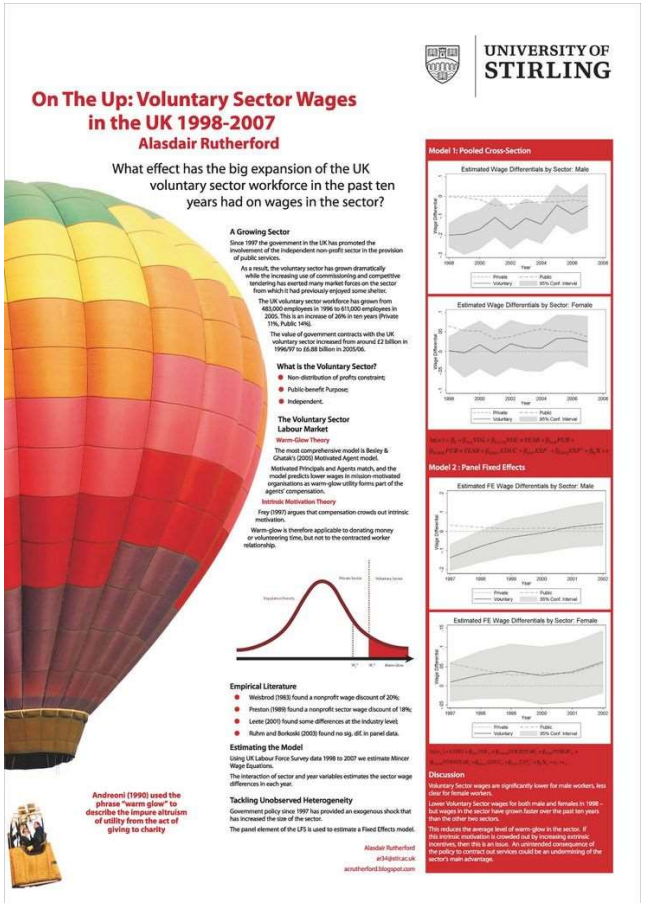

What would you improve?

Logistics

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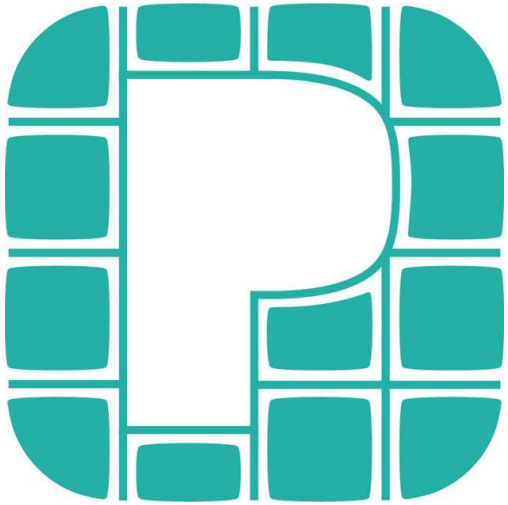
Let the technology work *for* you



Logistics

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Prepare you poster in advance

Size = **A0** (84.1cm x 118.9cm) **portrait**

File name = **Booth Number_Project Name_Poster_Date**

Format = **PDF**

Include: **project title, project code, all team member names, supervisor's name, discipline**

Logos: **Do not use the University of Melbourne logo; gain permission before using any industry logos**

Submit by Monday 6th May

Summary

Consider these elements when designing your poster:

- ✓ Your purpose and audience
- ✓ Content
- ✓ Layout
- ✓ Visuals
- ✓ Logistics

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